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Broadcasting Jun 18

Incorporating Broadcasting / Cable 59th Year 1990

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Hollywood's new crop of major leaguers invades prime time

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Growing rift between operators and programers: Will it turn to war?

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DBS's dilemma: Whether to be C-band, K-band or C/K-band

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Vol. 118 No. 25

TOP OF THE WEEK

Network ad inventories on the rise

THIS WEEK

19 / HOW IT'S FCC'S TURN AT FIN-SYN

When the Hollywood producers who own these cars drove up to Warner Bros. headquarters in Burbank last Wednesday morning, they still thought they might strike a deal with the networks on financial interest and syndication. By 2 that afternoon they knew it was all over. The ball then bounced to the FCC, which began its own fin-syn review. That didn't take long in starting. By Thursday the initial comments were rolling in, with the Justice Department questioning the continued value of the rules while networks and their affiliates called for repeal. The coalition representing Hollywood said the rules should not only be preserved but strengthened.

21 / MORE NETWORK COMMERCIAL TIME

The TV networks have increased commercial time with a vengeance thus far this year. Daytime spots have grown by at least half an hour per week and prime time placements have also been bolstered significantly.

22 / 'PUT' PLAN

ABC, CBS and NBC appear to agree on a standard ratings policy conceived by NBC, which attempts to "smooth" sudden changes in Nielsen's people-using-television (PUT) numbers by relating those numbers to trends established over the past

eight years. Fox previously indicated it would remain with the traditional guarantee system.

23 / GAO CABLE REPORT

According to a report by the General Accounting Office, basic cable rates continued to climb at twice the rate of inflation during 1989, with rates for the lowest priced basic cable service increasing an average of 10%. Cable accentuates the positive.

25 / ABC TAKES STEPS FORWARD

John Sias, president of the ABC Television Network Group, led the cheerleading at that network's affiliate meeting, the second of the big three. He declared the 1989-90 season ABC's "best competitive performance since 1984."

Capital Cities/ABC Chairman Thomas Murphy received an enthusiastic response as he addressed the affiliates, and Daniel Burke, in his first affiliate appearance as president and chief executive officer, pledged that "the entire ABC organization is 100% committed to next fall."

ABC will be first in one respect: it will scramble its signal to affiliates in 1991.

27 /BROADCASTING, CABLE FACE OFF

Speakers from Congress, the executive branch and the FCC were among those addressing the fourth annual Broadcasting/Cable Interface, convened by the Federal Communications Bar Association and BROADCASTING magazine in Washington last week.

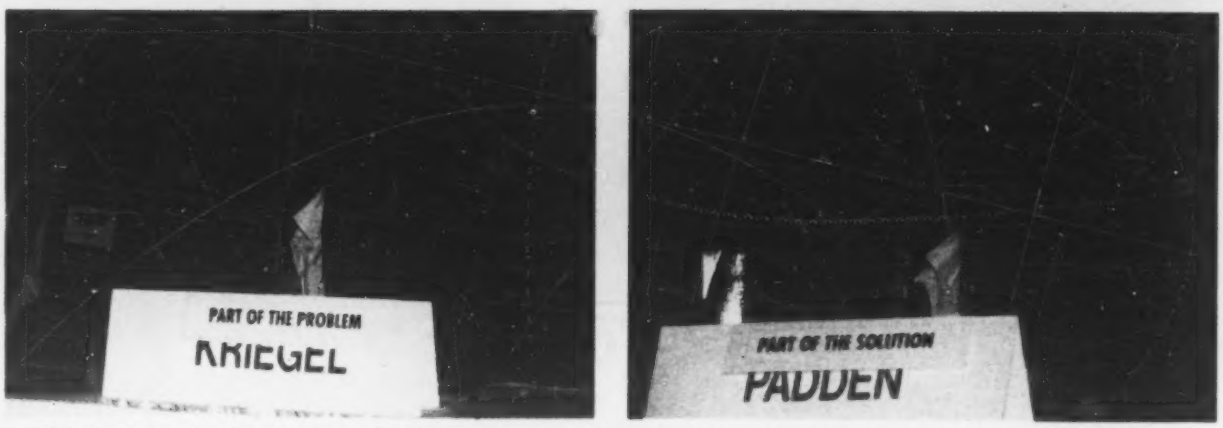
36 / PRIME TIME PRODUCERS

This first part of a special show-by-show roundup of new prime time programs looks at the executive producers making their series debuts in that time period, and those executives reemerging after a season or more away from the action.

39 / BPME/BDA IN LAS VEGAS

CBS Broadcast Group President Howard Stringer tells those at the BPME/BDA conference in Las Vegas last week that they are key players in the fight for a fragmented TV audience. Stringer said CBS's top executives are budgeting larger promotions.

The competitive TV marketplace, as well as the importance of positioning



CBS's Jay Kriegel and Fox's Preston Padden were among six panelists who debated the fin-syn issue at the Broadcasting/ Cable Interface last week. The overlays on the name placards were Padden's whimsical contribution.

programing for greater viewer sampling, was discussed still further by such top industry executives as Lorimar's David Salzman, Post-Newsweek's Joel Chaseman and Rainbow's Josh Sapan (see page 39).

According to Interep Radio Store Chairman Ralph Guild, if there is to be increased sales revenue in this decade, marketing and promotion executives will have to take center stage over radio ad sales executives (see page 40).

42 / TV SPOTS FIND RADIO LISTENERS

According to some marketers, television is the most persuasive way to help radio stations distinguish themselves from the competition. But, they add, anyone using TV for a quick fix of the ratings should take a longer view.

44 / PRESIDENT'S REMARKS

Bert Gould, who officially took over as BPME president last week, has been conveying the benefits of radio throughout his career. Says Gould: "Marketing and promotion is the only way a radio station is going to succeed in the 1990's" as competition for listeners grows.

48 / CRACKS IN THE CABLE FACADE

The relationship between cable operators and programers is becoming strained to the point where some are worried it could get out of hand. At issue: the rapid rush to tiering, rising programing costs and how much cable should give in the regulatory arena.

55 / KU PROJECTIONS

Satellite Broadcasting and Communications Association President Chuck Hewitt predicts that if launched successfully, DBS services K Prime and Sky Cable "will probably double the potential" DBS market by 1996 or 1997. However, among several C-band market veterans, a more skeptical view rules.

58 / COMMONPLACE COMPRESSION

Broadcasters are finding uses for transmission of digitally compressed NTSC video while manufacturers are working to perfect a standard encoding system. TV networks and telephone companies are exploring distribution of programs by fiber optics with the new digital medium.

65 / SELLING UPFRONT

Thanks in part to improved pricing and syndication's increasing success in reaching viewers, first-run syndicators expect record upfront sales topping $1 billion.

67 / COEN MODIFIES FORECAST

Robert Coen, senior vice president and director of forecasting for McCann-Erickson, has downscaled his initial 1990 forecast for national broadcast advertising revenue from almost $22.6 billion to $22.4 billion.

95 / SELLING OVERSEAS

British-born Colin Davis, president of MCA Television International, is among the top ranks at one of Hollywood's largest studios. His job is to sell a vast library of films and TV programs in an era when global TV expansion means an increasing and important non-U.S. revenue stream.

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TELEVISION NETWORKS FATTEN COMMERCIAL CALF

NBC, CBS and ABC combined add at least half hour of daytime commercials each week; trend toward shorter commercials is reversed

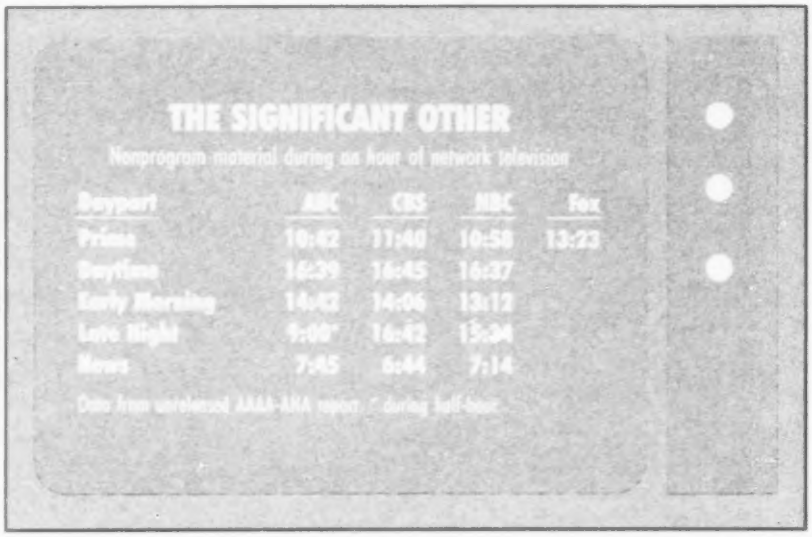
Since late 1989 commercials on network television have grown noticeably as a proportion of the average broadcast hour. In the current broadcast year, the added commercials could be worth, by a rough estimate, close to $200 million. Most of the incremental revenue comes from prime time, but other dayparts, especially daytime, also show increases.

The prime time increase was first noted late last year when NBC added roughly a dozen spots to, it said, temporarily accommodate unexpected "makegood" requirements. But two weeks ago those additions were granted permanent status by NBC Television President Pier Mapes, who told the affiliate convention's business meeting that the spots would stay in the network's regular inventory. One group owner termed the remark the most important news coming out of the affiliates conventions.

CBS and ABC neither criticized nor cheered NBC's declaration, but readily stated the possibility of making permanent their own recently added inventory. Jerry Dominus, senior vice president, CBS marketing division, said: "Our report card is partially measured by our share of revenue versus our share of circulation. So if a level of commercial load is established at one place, then I am not sure we can be operating at a significantly lesser load." Said Jake Keever, executive vice president, ABC TV network sales: "We tend to be followers rather than leaders in adding commercial units to the schedule."

The dozen or so prime time NBC spots per week may not seem like much, but when combined with the roughly equal amount said to have been added by CBS and a smaller amount added by ABC and multiplied by 52 weeks, the cumulative effect in prime time alone is roughly $150 million—based on a rough average prime time unit cost of $100,000. In fact, the total could be higher because many of the newer units have been placed in higher rated shows such as *Cheers* and *America's Funniest Home Videos*.

The rumored increment of 28 prime time 30-second units—the networks declined to confirm specific numbers—is evident in the first-quarter commercial count of Arbitron's Broadcast Advertisers Reports. BROADCASTING's analysis of the BAR numbers during five nonsweep weeks in the first quarter found an average 13½ additional minutes (equal to 27 30-second units) of commercial time per week on the three networks.



The study also showed that inventory has been expanding in other dayparts as well, most noticeably daytime. During one week monitored late last year, the three networks had 57 seconds more of commercials and "billboard" commercials during an average hour of daytime, according to a still-unreleased study sponsored by the American Association of Advertising Agencies and the Association of National Advertisers (ANA) and obtained by BROADCASTING. When multiplied by the roughly 40 hours of daytime television per week, the additional commercials add up to more than half an hour.

The daytime increases measured by Arbitron's BAR, whose definition of daytime includes early morning news programs, are even more dramatic, indicating an average 66 minutes per week of additional commercials in daytime during the five weeks analyzed by BROADCASTING. There was little or no daytime increase between 1988 and 1989, according to the BAR numbers. Said Richard Kostyra, chairman of the network monitoring committee and executive director of media services, J. Walter Thompson U.S.A.: "This last year has been the worst."

Most important, the additional inventory, in total worth possibly more than $200 million, has been added at virtually no cost to the networks, so, from one point of view, it represents pure profit and a sizeable increment at that—the three television networks took in under $700 million in profits last year (BROADCASTING, April 30). While NBC has said the additional spots, at least in some cases, are for makegoods, they still represent money since NBC would have been forced either to make guarantees at lower prices or satisfy the makegoods using spots from existing inventory.

The inventory expansion has, as always, drawn from affiliates and from advertisers.

Affiliates view the added inventory as taking away national advertising dollars from their stations, which are already struggling to maintain revenue in the face of syndication, cable and other recent competitors—the added inventory is equivalent to 5% of the total spot pie. ABC, CBS and NBC have maintained that network and spot coffers are not necessarily filled from the same purse.

Advertising agencies and advertisers have expressed concern about increased "commercialization" of the network advertising environment. Their concerns have been documented in the AAAA-

ANA study, which also looks at other "non-program" material—a definition that includes, besides commercials and "billboard" commercials, network promotions, local promotions, commercials and credit "overages."

The 1989 survey indicates that non-program material in prime time increased to its highest level ever. In the particular November week measured, average commercial load was flat—two of the three networks increased, but NBC showed a sharp decline. But increasing were the network's own promotions and "credit overages." Only the category "local commercials/promos" decreased on average during the monitored week. The BAR numbers are more reflective of commercial additions made later in 1989 and early this year.

For their part, network executives pointed out that Fox, surveyed for the first time by the AAAA-ANA study, has a significantly higher commercial load and non-program total than ABC, CBS or NBC (see chart). The same is true for syndicated shows, also included for the first time. The survey found that *Donahue* had 12 minutes and four seconds of non-program material and *Star Trek: The Next Generation* had 14 minutes and 10 seconds. Half-hours mentioned in the report included *The Cosby Show* (eight minutes, 10 seconds) and *A Current Affair* (nine minutes).

A second defense made by network executives is that the discussion confuses commercial load with clutter, which has not increased this year. In all dayparts the BAR numbers show a reduction of both 10-second and 15-second commercials in the first quarter of 1990, which, from the perspective of commercial time, was more than compensated for by a 6.5% increase in the number of 30-second commercials.

Said CBS's Dominus: "What is most important is how viewers perceive the commercials. And according to research, including ours, frequency of interruption is more important than length of interruption." Although advertisers say they disagree, they have yet to penalize networks for increasing commercial time. **–GF**

THREE TV NETWORKS LINE UP BEHIND PUT PLAN

NBC ratings scheme on way to becoming standard; agencies say they still wonder, 'What's the problem?'

The three networks appear to have reached an agreement on a uniform policy for providing audience delivery guarantees. The plan, which comes from NBC, attempts to "smooth" sudden changes in Nielsen's people-using-television (PUT) numbers by relating those numbers to trends established over the past eight years. Last Thursday, the other two networks reacted to the NBC plan. ABC said it would drop its own initial approach and adopt the NBC plan, while CBS said it agrees "in principle." Fox Broadcasting Corp. previously indicated it would remain with the traditional guarantee system.

The CBS statement left unclear whether the number-three network thinks changes still need to be made in NBC's plan. Otherwise, all that's left for the networks is to convince the advertising community that NBC's idea is acceptable. Once under way, the upfront market is expected to be between $4.1 billion and $4.4 billion.

All three networks, unhappy with Nielsen's ratings measurement that indicates a shrinking prime time audience, have been busy attempting to come up with a system that compensates for what they call the "inexplicable fall-off" in audience viewing.

In explaining its methodology, NBC said "trends in overall television usage by daypart that can be considered reasonable in the context of viewing patterns since the 1982-83 season will be fully reflected." Viewing pattern changes, the network said, that go beyond "predictable norms, such as the Nielsen Television Index estimates that prompted conversion to the new procedure, will not be covered by NBC's 1990-91 guarantee policy."

After announcing the policy, NBC sent to media buyers PUT level estimates for key demographics in the prime time daypart. BROADCASTING obtained the projections, which show that the NBC plan, unlike the abandoned ABC plan, shows a continuing decline in some PUT levels. For example, the fourth quarter 1989-90 Nielsen PUT level for one minute of prime time viewing for women 18-49 was 39.3%. NBC's methodology estimates that the number should have been 39.9%.

PUT's have become the center of controversy as an indication of whether Nielsen's peoplemeter system is working properly. A PUT number is nothing more than the combined ratings (audience) of all stations/channels available for viewing in a given time. By adjusting the PUT number, the networks artificially set the total people viewing television at a given time period, while keeping their respective shares of that audience the same as under the unadjusted numbers.

The reason for using the 1982-83 season as a starting point, according to Larry Hoffner, NBC executive vice president, network sales, is because that was the first time "viewing levels were off and not increasing anymore."

Media buyers, who had responded negatively to ABC's plan—which compared 1990-91 PUT data to the average PUT data for the past three seasons—were more receptive to NBC's announcement. Lou Schultz, executive vice president, director media services, Lintas, told BROADCASTING that "if we're forced to go to a policy that we don't want to go to, then on the surface NBC's seems a little better than ABC's." Schultz is concerned about NBC using eight years' worth of viewing information because of the changes that occurred when Nielsen switched from diaries to peoplemeters. "There was an immediate drop [in viewing] when that occurred, including PUT levels. The rate of change has to be adjusted," Schultz said.

Media buyers say they are not convinced that there is anything wrong with Nielsen's ratings and are getting somewhat tired of what they call the "kill the messenger" attitude of the networks. Said Larry Cole, executive vice president, U.S., Ogilvy & Mather: "We don't think it is appropriate that any network develop a formula for guarantees because in fairness we have not seen any hard evidence that Nielsen is flawed, and secondly, aren't the guarantees designed to protect the advertisers against such unexpected fall-offs?" **–JF**

GAO SAYS BASIC CABLE RATES UP 10% IN 1989

NCTA and CATA say figures showing average monthly bill up only 5% in '89 makes service good value

Basic cable rates continued to climb at twice the rate of inflation during 1989, according to a General Accounting Office survey released last week. The GAO reported that rates for the lowest priced basic cable service rose an average of 10% in 1989, higher than the year's 4%-5% inflation rate.

This was a follow-up to an earlier GAO survey completed last August for the House Telecommunications Subcommittee, which found that from December 1986 to October 1988, monthly rates for the lowest priced basic service rose 29%. Since then the office has updated the report to look at rate increases during 1989 and collected data from 1984 and 1985. It was specifically asked to determine whether rates had moderated during 1989 and whether cable system ownership changes have driven up cable rates.

Subcommittee Chairman Ed Markey (D-Mass.) said the results remove "any lingering doubt in the need to move forward, and I intend to do so the week of June 25." He says the findings show there are "renegades," an estimated 12% of the cable industry, whose rate increases are more than 20%. "We must consider legislation that will reign in these renegades," Markey said.

The cable industry, on the other hand, was putting the best face it could on the survey results. The National Cable Television Association and Community Antenna Television Association said they were heartened by the GAO's finding that showed the average total monthly bill in 1989 for all cable services increased only 5%. NCTA President James Mooney said it was "further evidence that cable rate increases have leveled off." Mooney insisted that $16.33 a month for 34 channels of television is "still a very good buy." CATA President Steve Effros said it was a "positive finding, indicating that cable rate adjustments are in line with rates for other products and services."

Markey convened a briefing on the new numbers which were collected from 1,530 systems, representing 86% of the nation's subscribers. GAO's John Ols said the response rate of 78% was better than the previous survey.

According to Ols, overall revenue for cable operators increased 21% from November 1986 to December 1989, and cable subscribers received additional basic channels to accompany the rate hikes. During 1989, the number of channels available to subscribers rose by one to two channels for the lowest priced and most popular services.

As for changes in system ownership, 53% of cable systems changed hands since 1985, he reported. However, Ols said there was no evidence that rate increases are linked to the sale of cable systems. There is "no statistically significant pattern of higher increases in systems changing ownership," he said.

Joining Markey at the briefing were subcommittee members Billy Tauzin (D-La.) and Jim Cooper (D-Tenn.). Tauzin also referred to the renegades within the cable industry. "They just can't keep raising their rates at an accelerated pace and expect us to sit by," said Tauzin. The congressman also felt the GAO report indicated that the larger vertically integrated companies are the "big price leaders who are pushing prices up." And he thought the data showed that cable operators were making money from their basic tier comprising mostly broadcast signals that they carry for free. With that revenue, he said, they can turn around and outbid broadcasters for programing, especially sports programing.

The GAO refrained from making any specific policy recommendations concerning cable regulation. However, Markey asked what the survey "tells us about cable's market power." To which Ols replied: "It has a lot of market power to control rates." –KM

GAO FOLLOW-UP SURVEY ON CABLE RATES

Average basic service charge per subscriber for:

Date	Most popular service	No. chs received	Lowest priced service	No. chs received
Nov. 30, 1986	$11.71	27	$11.14	24
Dec. 31, 1988	$14.91	32	$14.50	30
Dec. 31, 1989	$16.33	34	$15.95	31

Average monthly charge per sub in systems that were:

Date	Regulated	Not regulated
Dec. 31, 1984	$9.26	$10.33
Nov. 30, 1986	$10.92	$11.99
Dec. 31, 1987	$12.95	$13.21
Dec. 31, 1988	$14.49	$14.36
Dec. 31, 1989	$16.06	$15.77

Percentage changes in system ownership, 1985-89

Year	% change
1985	8
1986	15
1987	14
1988	18
1989	13

Average monthly revenue each subscriber generates

Dec. 31, 1984	$19.87
Dec. 31, 1985	$20.91
Nov. 30, 1986	$21.78
Dec. 31, 1987	$23.33
Dec. 31, 1988	$25.00
Dec. 31, 1989	$26.36

RATINGS ROUNDUP

NBC won the prime time week ended June 10 with a 10.8/20, a full rating point ahead of second place CBS with 9.8/19, which edged out ABC's 9.7/18. The three-network share for the week dropped to 57%, a reflection of the reruns that have kicked in for the summer season. Broadcast year to date (since Sept. 18, 1989), the three-network share has averaged 65%.

A new NBC comedy, *Seinfeld Chronicles*, tested well in the Thursday 9:30 p.m. slot, winning its time period and finishing eighth among all prime time shows for the week, with 14.2/24. A special Wednesday broadcast of CBS's *48 Hours* at 10 p.m. showed a spurt in the ratings, finishing 10th with a 13.7/26.

Week 37 **June 4–June 10**

1st column tells rank, 2nd column tells position compared to last week: ▼-Down in rank from last week, ▲-Up in rank from last week, ■-Premiere broadcast, ●-No ranking change. 3rd column tells rating, 4th column tells network, 5th column tells show.

1	▲	16.8/29	A	Roseanne
2	▼	15.4/27	N	Cheers
3	▲	14.7/29	N	Cosby
3	▲	14.7/24	C	Designing Women
5	▲	14.6/29	N	Unsolved Mysteries
6	▲	14.4/27	N	A Different World
7	▼	14.2/24	N	Seinfeld
7	▼	14.2/30	C	60 Minutes
9	▲	13.8/23	A	Coach
10		13.7/26	C	48 Hours Spec.
11		13.5/28	N	Golden Girls
12	▲	13.4/22	C	Murphy Brown
13	▼	13.3/24	F	Simpsons
14	▲	13.2/26	A	20/20
15	▼	13.1/25	A	Amer. Funniest Videos
15		13.1/23	C	Movie: Trouble...Paradise
15		13.1/26	N	Empty Nest
15	▲	13.1/22	N	Heat of the Night
19	▼	12.8/22	F	Married...With Children
20	■	12.6/25	N	Singer & Sons
21	▼	12.5/22	A	Wonder Years
22	▼	12.3/23	C	Murder, She Wrote
23	▲	12.2/27	A	Full House
23		12.2/24	C	NBA Finals Game 2
25	▲	12.0/21	N	Dear John
26		11.9/22	N	Night Court
27		11.8/22	C	NBA Finals Game 1
28	▲	11.7/20	N	Movie: Double Standard
28	▲	11.7/20	C	Newhart
28	▲	11.7/21	A	Primetime Live
31	▼	11.6/24	A	Family Matters
32	▼	11.5/21	N	Midnight Caller
33	▼	11.3/21	N	Sunday Movie: Gremlins
33	▼	11.3/21	A	Who's the Boss?
35	▲	10.9/21	A	Just the 10 of Us
35	▼	10.9/20	N	Matlock
37	▼	10.8/20	A	Doogie Howser, M.D.
37	▼	10.8/20	C	Jake and the Fatman
37	▼	10.8/22	A	Perfect Strangers
40	▼	10.6/19	N	L.A. Law
40	▲	10.6/19	C	Rescue: 911
42	▲	10.5/19	C	Major Dad
43	▲	10.4/22	N	FM
44	▼	10.3/20	A	Head of the Class
45	▼	10.2/18	F	In Living Color
46	▼	10.1/21	A	Growing Pains
47		9.7/17	A	Red Cross Test
48	▼	9.6/16	A	Movie: Her Secret Life
49	▲	9.5/18	N	Quantum Leap
49	▲	9.5/17	C	Sydney
51	▼	9.4/17	A	Macgyver
52	▲	9.2/19	A	Mystery Movie: Columbo
53	▲	9.0/16	C	Dave Thomas Show
53	▲	9.0/16	A	thirtysomething
55	▲	8.5/17	N	Disney: Ernest/Camp
56		8.4/16	A	Int'l Rock Awards
57	▼	8.2/14	N	Hogan Family
58	▼	8.0/17	C	48 Hours
58	▲	8.0/16	N	Nasty Boys
60	▲	7.7/14	N	ALF
60	▲	7.7/17	N	Amen
62	▼	7.5/14	A	Father Dowling
63		7.5/15	A	Movie: Prizzi's Honor
63		7.5/15	C	Movie Spec.: Rangers
65	▲	7.4/16	N	Baywatch
66	▼	7.1/14	N	Hardball
67	▼	7.0/13	F	Amer. Most Wanted
68		6.6/16	N	My Two Dads
69		6.5/14	A	Seaworld/Magic
70	▲	5.9/14	C	Paradise
71	▲	5.6/11	C	Tour of Duty
72		5.5/11	C	Beauty & The Beast
73		5.2/11	C	America: C. Brown
74	▲	5.0/12	A	Mission: Impossible
75		4.9/11	C	Are You Kidding?
75	▼	4.9/9	F	Booker
75	▲	4.9/9	F	21 Jump Street
78		4.6/9	C	Normal Life
79	▲	4.4/7	F	Alien Nation
79	▼	4.4/10	F	Cops
79	▼	4.4/10	F	Totally Hidden Video
82		4.2/9	C	City
83		3.3/7	F	Outsiders
84	▲	2.0/4	F	Open House
85	▲	1.9/4	F	Tracey Ullman

FREEZE FRAMES: Syndication Scorecard *

Week ended June 3

Rank	Program (Syndicator)	Rtg	Stns	Covg
1	Wheel of Fortune, syn. (King World)	12.1	231	98
2	Jeopardy! (King World)	10.6	210	96
3	TV Net Movie	9.0	163	94
4	Ent Tonight Spec. (Paramount)	8.4	175	96
4	Star Trek: Next Generation (Paramount)	8.4	235	98
6	Cosby Show (Viacom)	7.8	199	97
7	Oprah Winfrey (King World)	7.7	200	96
8	Entertainment Tonight (Paramount)	7.4	177	97
9	Current Affair (20th Century Fox TV)	7.1	189	95
10	Wheel of Fortune, wknd. (King World)	7.0	209	92
11	Pegasus II (Televentures)	6.0	87	78
12	Geraldo Spec (Tribune)	5.5	156	84
13	ITC Premiere (ITC)	5.1	83	87
14	Donahue (Multimedia)	5.0	220	97
15	Geraldo (Tribune)	4.8	186	96
15	People's Court (Warner Bros. Domestic TV)	4.8	173	88

* Nielsen weekly pocketpiece

Source: Nielsen and Broadcasting's own research.

REACTION MIXED TO NEW NIELSEN REPORT

Demographic figures offer cable networks increased respectability, but some say numbers don't always tell true story

While the broadcast networks are taking Nielsen to task over its reporting methods, the cable industry is beginning to fall under the spell of the peoplemeter. The quarterly Cable Nielsen Audience Demographics Report, in its infancy after two releases, for the first time provides a level comparison not only of the cable networks, but also with the broadcast networks.

The report contains both good news and bad for cable networks, which have been feeding the ad community their own versions of customized Nielsen numbers for some time. On the upside, it provides confirmation of cable's place within the television advertising universe. But at the same time, some cable networks think different reporting standards might show them in a better light. Vertical networks, such as MTV, for example, do not look as good in the Nielsen dayparts as they might in dayparts of their own choosing, according to Howard Shimmel, vice president, audience research, MTV Networks. And some networks find daypart reporting is not nearly as flattering as program reporting, particularly for broad-based networks such as TBS and USA, according to Doug Fleming, director of national sales for Adlink, which represents the Los Angeles Interconnect.

The Discovery Channel, for example, looks better with specific program data, rather than daypart information, according to Daniel Fischer, vice president of research. Discovery provides advertisers with separate information on its science and nature programing, since its science documentaries reach a more upscale audience. It is not surprising then, according to Fischer, that Discovery's audience appears less upscale in the CNAD report. But program reporting from Nielsen does not appear to be coming any time soon, and according to Ron Schneier, vice president, ad sales, A&E, he wouldn't trust it if it were around. "When you start slicing up the three hours of prime time, you won't get sufficient data," since cable audiences are relatively small, he said.

The cable networks are using the data not only to promote their own causes, but to go after the niches of other cable networks. According to first quarter CNAD figures, Discovery did better in VPVH concentrations of men 25-54 in prime time than ESPN did, said Fischer. And A&E is saying that although Lifetime has a higher concentration of working women viewers in prime time (306 VPVH versus A&E's 246), A&E has a higher concentration of working women with more than $40,000 in income (299 VPVH to Lifetime's 246), according to A&E's Schneier.

According to a USA sales executive, the report gives the advantage to larger networks such as USA, ESPN and the Turner networks because the frequent appearance of "hash marks" (which indicate numbers too low to report) in the smaller networks' data indicates an

NIELSEN'S FIRST QUARTER CNAD REPORT: PRIME TIME COMPARISON

(Viewers per 1,000 viewing households [VPVH])

			Women							Men					
	HH	working women	18+	12-24	18-34	18-49	25-54	35-64	55+	18+	18-34	18-49	25-54	35-64	55+
TBS	1,326	244	574	80	165	335	337	318	188	749	190	418	423	438	271
USA	1,226	261	667	88	157	338	344	360	270	643	173	343	345	350	242
ESPN	1,103	162	398	52	117	218	213	186	153	822	255	498	451	419	269
CNN	689	232	703	55	91	239	253	313	414	583	84	201	217	247	342
TNT	627	237	555	66	152	294	307	307	206	694	206	409	413	372	225
Nashville	477	222	805	33	69	215	273	399	514	622	82	241	289	363	306
Discovery	471	214	528	57	133	272	271	296	221	824	203	463	487	495	285
Nick at Nite	451	206	442	104	225	349	311	184	71	438	210	334	308	198	87
Lifetime	430	306	733	76	188	372	379	381	303	519	159	303	293	286	174
Family Channel	426	244	710	54	160	325	351	357	327	562	125	271	312	325	219
A&E	315	246	582	47	99	259	295	372	256	721	148	366	428	463	260
MTV	302	215	369	296	243	323	231	117	—	541	353	493	331	168	37
Headline News	153	251	561	76	147	318	308	306	195	669	210	453	434	369	182
BET	125	301	559	257	279	453	355	227	—	494	252	405	315	192	—
Weather Channel	90	253	557	—	—	340	320	290	182	651	230	372	306	330	248
VH-1	72	323	—	172	339	446	377	—	—	631	348	551	508	—	—
NBC	13,540	311	786	115	233	431	412	353	305	556	179	329	320	268	188
ABC	11,880	313	769	135	243	448	430	362	266	563	189	346	334	275	179
CBS	11,420	300	820	95	207	404	401	373	361	549	158	305	302	270	207

Cable network numbers are drawn from Nielsen Cable National Audience Demographic first quarter 1990 report, Monday-Sunday, 8-11 p.m. Broadcast network numbers are drawn from Nielsen National Audience Demographic first quarter 1990 report, Monday-Saturday, 8-11 p.m., and Sunday 7-11 p.m.
— Data too small to be calculated

overall "statistical unreliability" of the numbers that do appear. The executive said that although A&E has a higher concentration of upscale viewers, in sheer numbers, USA has a larger upscale audience.

But smaller networks will try to use the "raw" VPVH numbers to boost their image and tell a story "that just isn't there," according to Rick Sirvaitis, executive vice president, operations, Turner Broadcasting Sales.

The Nashville Network is one cable network that will not use CNAD to tell its story. The report has "no value or credibility," said TNN spokeswoman Cheryl Daly, and the network has no plans to purchase CNAD. The problem with the report is that it is "based on broadcast standards, not cable interests," said Daly, citing the report's main problems as insufficient demographic sampling data and geographic distribution information that applies to the broadcast, not cable, universe.

But many in the cable industry see the report as a weapon against broadcasters. Cable networks seem eager to chip away at vulnerable CBS, whose older, more downscale audience makes for easy prey. Discovery's Fischer said the network's strong upscale male demographics, buoyed by the strength of the CNAD report, help it go after broadcasters, since men are hard viewers to reach.

Cable networks say the report confirms they reach more upscale audiences than broadcasters, which average 33% of viewers with $40,000-plus incomes. According to a source, upscale cable networks are those with more than 40% of viewers earning more than $40,000, putting Headline News, ESPN, VH-1 and A&E in the lead. Surprisingly, according to the source, Discovery and Lifetime come in below 40% and below networks such as TNT and Nick at Nite. Although broadcasters might argue that the sheer numbers of their upscale viewers make cable upscale concentrations unimpressive, the source said that putting together a package aimed at four or five of the upscale networks is a strong alternative to the broadcasters and an alternative to which the CNAD report lends credibility.

Although many cable networks refer to the CNAD report as "another tool" to help shape media buys, the advertising community has yet to put the report to use. Betsy Frank, senior vice president, Saatchi & Saatchi, said the report appeared too late to have much effect right now, since the buying season is already under way. "It will be of more use during the course of the year," she said. –SDB

INCOME LEVELS FOR PRIME TIME VIEWING

(Numbers indicate percentage of viewing audience)

	Under $30,000	30k-40k	40k-50k	50k-60k	60k+
TBS	57	15	11	6	11
USA	56	15	10	8	11
ESPN	41	16	13	11	19
CNN	45	15	13	8	19
TNT	43	16	13	11	17
Nashville	63	17	8	4	8
Discovery	43	18	13	11	15
Nick at Nite	41	19	15	8	17
Lifetime	52	14	13	7	14
Family Channel	64	14	9	5	8
A&E	32	19	13	9	27
MTV	42	19	13	11	15
Headline News	38	14	15	9	24
BET	54	14	13	8	11
Weather Channel	37	22	13	9	19
VH-1	34	17	18	12	19
NBC	53.7	14.6	11.3	7.8	12.6
ABC	46.9	15.6	13.0	8.5	15.8
CBS	52.7	15.2	11.3	7.8	13.0

TIMES MIRROR: RELUCTANT TIERER

Company says average of six services will be placed on new tier; changes are revenue neutral

Times Mirror has begun informing subscribers of a new tiering structure that will be implemented at the end of June. The structure calls for many, but not all, TM systems to separate roughly six channels into a "Preferred Dimension" tier for an average price of $1.50. The change will be cost neutral to the subscriber.

The services typically include ESPN, TNT, Discovery, CNN, Lifetime, TNN, AMC and, in some cases, A&E, Headline News, USA, regional sports services and distant signals. The move is designed to separate some of the programing with higher cost escalation, but Chris Forgy, senior vice president, sales, marketing and programing for Times Mirror, left no doubt that the company is a reluctant tierer.

"We're not a proponent of tiering as a concept," he said, because of the practical and technological limitations that exist today. "Today's universal service model has been the engine driving cable's success," he said, "and we loathe to depart from it." Although he feels tiering is "antiprograming, antimarketing and anticonsumer," the company made its decision because price escalation at some networks has become a legitimate issue and the separate tier gives consumers more of an option.

Forgy said the decision to add services, such as Lifetime and Discovery, to the tier resulted from a number of factors. In some cases, the more expensive services could not be placed on the tier because of previous contract commitments. Times Mirror wanted to have at least six services in the tier, so it would not be too narrow in focus, and it attempted to keep channel repositioning to a minimum. That meant some less expensive services became part of the Preferred Dimension tier in some systems.

To have notices ready and equipment ordered for the tiering change, the decision had to be made months ago. Since that time, maneuverings in Washington appear to indicate a broadcast or lifeline tier might become law, which would force further changes by some MSO's.

Forgy said, "It may well turn out that something else has to be done," if lifeline service becomes law. "We took our best shot," he said, and did "what we thought the required response was." Indeed, he said, institution of a broadcast tier would worsen the situation, Forgy said. The creation of broadcast tiers, he

said, "is going to be very disruptive." The channel lineup would be completely reshuffled to put all broadcasters in the VHF band, he said, forcing changes on reluctant subscribers. Then there are the practical and technological support systems for multi-tiered environments that would have to be created. Many cable networks were placed on the VHF band to increase viewer sampling, said Forgy, and to legitimize cable product versus broadcast programing. Removing it from that environment, he said, would be a step backward. –MS

CABLECASTINGS

ESPN SPORTS STATS

ESPN's debut of Major League Baseball has spent its first eight weeks up against TNT's NBA basketball, both regular season and the playoffs, making it difficult to gauge just how well the MLB package is performing. ESPN won't be able to make any judgments on its success until baseball has had a couple of months of NBA-free competition, according to program research coordinator Gary Morgenstern.

The two sports have come up head-to-head mostly on Tuesday and Friday nights, with ESPN baseball pulling an average 1.5 rating on Tuesday and a 1.7 on Friday. TNT's regular-season baskeball, competing with ESPN games, got a 2.0 rating and the playoffs averaged a 3.6.

On Sunday nights, when ESPN has no direct sports competition, ratings averaged 2.9, and on Wednesday, when the game has limited competition from regional games, ESPN's games scored an average 2.5. According to Morgenstern, quarter-hour ratings for ESPN baseball after the NBA games went off the air averaged two-tenths of a point higher than the total rating for each game.

CABLE LOSES FLORIDA DEPRECIATION FIGHT

The Florida Public Service Commission has voted to allow Southern Bell an accelerated depreciation schedule of $119 million per year, over the next three years, which is less than the telco had originally asked for ($152 million per year), but significantly more than the PSC staff recommended ($32 million per year).

Steve Wilkerson, president of the Florida Cable Television Association, which was active in fighting the telco's request, said FCTA will file a motion for reconsideration. "The fact that the PSC chose not only to ignore the record in the docket but also its own staff experts makes the decision highly irregular," he said.

The new schedule was approved even though Southern Bell had backed off its original contention that it needed the accelerated depreciation to replace its copper plant with fiber. Its revised position was that it would lay fiber when it became cost effective.

CONCENSUS BUILDING

Marty Lafferty, who began last week as vice president, pay-per-view Olympics for NBC and Cablevision, has formed three advisory groups for event to "get the consensus views" of the cable community, he said. Lafferty has tapped Wilt Hildenbrand, vice president, engineering and subscriber operations, Cablevision, to head the operation's advisory team. Group members include equipment vendors Scientific-Atlanta, Jerrod, Zenith and Pioneer; cable billing providers Cable Data and American Express Cable Services Group, and cable system reps from engineering, customer service and MIS. Marketing and promotion team will include agency and cable system representatives, and programing and scheduling group will include operators and PPV networks Viewer's Choice and Request.

IF IT AIN'T BROKE...

HBO plans to extend its image campaign into 1991, to the tune of at least the $38 million it is spending on image advertising this year. The campaign will stick with the theme "Simply the Best," but the rest of the creative campaign has not been worked out, according to Dan Levinson, vice president, marketing.

HBO has two more flights of its 1990 image campaign scheduled, each with a budget of about $11 million. The next one, which runs for six weeks beginning July 9, will feature three to five commercials, and will promote HBO's upcoming movie schedule ("Batman," "Lethal Weapon II," "Indiana Jones and The Last Crusade" and "The Abyss"), boxing and an original movie, the details of which Levinson would not reveal. The last flight of the year will begin in mid or late October and run through late December.

HBO rolled out its image campaign nationally last September, although it started regional testing back in April 1989 in 25% of its markets, and achieved an 11% increase in installation rates and a 7% drop in disconnects. Levinson said if regional analysis of those markets had continued past September when the national campaign launched, the "numbers would have gone even higher."

CONSISTENT CONTENDER

Showtime's second go at a pay-per-view boxing match netted the same results as its April 28 bout featuring Thomas Hearns and. Michael Olajide (BROADCASTING, May 14). The June 1 Evander Holyfield vs. Seamus McDonagh match, which had Holyfield, the number-one contender, beating McDonagh in a fourth-round technical knockout, garnered approximately the 0.7% buy rate (35,000 homes) that the Hearns-Olajide bout got.

According to Thomas Neville, vice president, research and strategic planning, Showtime Event Television, he was pleased with the results of the promotion, which "gave" buyers of the fight a month of Showtime. The event was especially successful, said Neville, given that the PPV promotion for the Hearns-Olajide fight meant a smaller universe of potential buyers for the Holyfield-McDonagh match.

EARLY TESTS SHOW PREFERENCE FOR 240M HDTV

TV experts hold subjective evaluations of two systems proposed for world standardization; final results scheduled for July

The preliminary findings of side-by-side subjective tests of the two high-definition television production systems proposed for world standardization—the SMPTE 240M (1,125/60) and Eureka (1,250/50) systems—show a slight edge for 240M. The "Moscow Group," an ad-hoc organization of the world's leading TV experts, organized the subjective tests, which were held in April and May in Moscow. The leading organizer was Henrikas Yushkiavitshus, vice chairman of the Soviet Union's Gosteleradio.

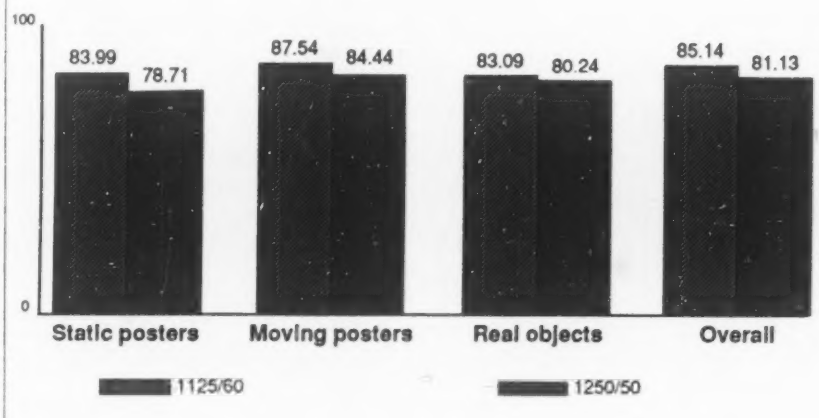
"The interpretation that I've put on it is that they are pretty close in all areas, but in each case 1,125 beat 1,250 and that says to me that, as of today, 1,125 is better," said Jim McKinney, chairman of the Advanced Television Systems Committee, who returned with a copy of the preliminary results from Dusseldorf, West Germany, where they were released during the recent plenary session of the International Radio Consultative Committee (CCIR) (BROADCASTING, June 4).

Flicker, a video artifact caused by the Eureka system's 50-hertz field rate, was generally believed to be the reason the 1,250-line system tested lower, even though it has slightly better resolution. "The Europeans will tell you: 'We'll fix the flicker. We'll put in a field doubling system and go to 100 fields [per second] to fix it.' " McKinney said. "That's true. You won't be able to see [flicker] if they double the number of times they flash the picture on the screen. But what that does is raise the cost of the television set."

A bar graph detailing the results of the side-by-side subjective evaluations of the two systems (see chart) was done on a CCIR-developed quality scale with 100 being the best possible picture. Subjects were asked to view the same scenes over both 240M and Eureka equipment. The scenes were still pictures, motion video and objects shown in real time over video cameras. In each of the categories, 240's average rating was slightly higher. The deviation of responses to 240M was also narrower than Eureka's, indicating a narrower statistical margin of error.

The Moscow Group first convened two years ago in the Soviet Union at Yushkiavitshus's invitation to organize the subjective tests (BROADCASTING, Sept. 12, 1988). Due to delays in the availability of the Eureka equipment, however, the tests were not held until last April 30-May 17. Tests on 1,125/60 equipment from Sony and 1,250/50 equipment from Broadcast Television Systems were performed at the All-Union Research Institute for Television and Radio Broadcasting, Moscow.

The final report on the tests is expected to be released in July. –RMS



DIGICIPHER SYSTEM TO BE CONSIDERED ON JUNE 22

A meeting has been scheduled for June 22 to determine whether the DigiCipher high-definition transmission system proposed by General Instrument (BROADCASTING, June 4) will be certified for testing by the Advanced Television Test Center (ATTC). The June 22 meeting will be held by the FCC advisory committee on advanced television service's working party on systems analysis. It will start at 10 a.m. at the National Association of Broadcasters headquarters in Washington.

DigiCipher's late entry into the HDTV system test process has resulted in a delay in the issuance of an ATTC test schedule. The advisory committee had originally hoped to set a new schedule within 10 days after June 1, which was the deadline for certification of each proponent's system and payment of test fees. General Instrument paid the fees for DigiCipher's testing on June 1, but the system had not yet been examined for pre-certification. Because of the advisory committee's decision to consider DigiCipher for testing, the schedule is now not expected to be released until July.

The setting of a new schedule is also being delayed because development of a format converter for production of HDTV input signals is behind schedule. The format converter, which was designed by the ATTC, is meant to record the same moving video pictures in the parameters needed for each of the proposed transmission systems. Tektronix, the company that was contracted to build the device, told ATTC that the format converter's "implementation was a bigger task than they had expected," said Peter Fannon, ATTC's executive director.

The format converter's completion, now estimated for August rather than the originally planned early July, is considered crucial to the work of the ATTC. If it is ready by August, the test center should be able to hold to its planned test material production schedule and start-up of system testing by the end of the year, Fannon said. –RMS

BUSINESS

UPFRONT SALES FOR SYNDICATED PROGRAMING OFF TO ROBUST START

Advertising in first-run syndication may top $1 billion; traditional guarantee system retains appeal to advertisers

Based on upfront sales so far, for more than half of available inventory, first-run syndicators expect a record upfront of $1 billion to be completed by July 4. Generally, it appears there has been improved pricing, perhaps helped by the current ratings controversy among advertisers and the three broadcast television networks. And, as network upfront negotiations become more muddled, media buyers may turn to first-run syndication and its traditional ratings guarantees.

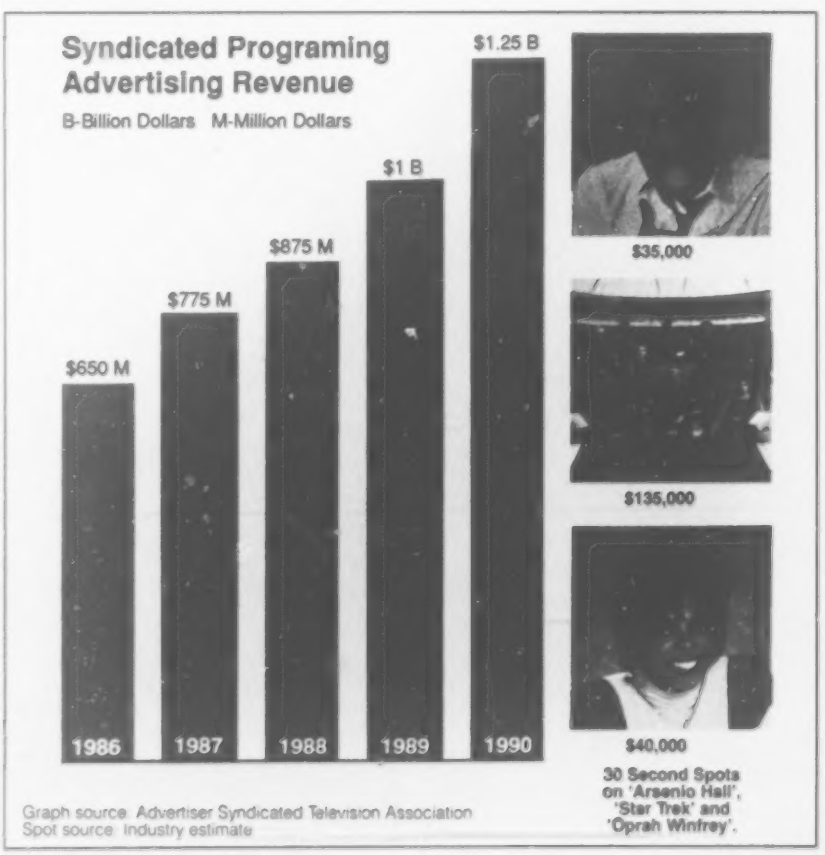
The upfront market for syndication is expected to end within the next few weeks, leaving an estimated $250 million of inventory to be sold in the scatter market. "It's time for everybody to finish their business," said Marc Hirsch, president of Premiere Advertiser Sales, the co-venture of Paramount Communications and MCA. Hirsch, who said he would prefer to completely sell out the inventory in upfront, is not the only one telling advertisers it's time to wrap it up. Most sellers of first-run syndication programing interviewed by BROADCASTING said they have sold at least 50% of their inventory and hope to sell 80% of their inventory by July 4. That, according to Duncan, is the norm in barter ad sales.

Harvey Gamm, vice president, advertiser sales, Television Program Enterprises (TPE), told BROADCASTING that over 90% of TPE's inventory has been sold. TPE inventory includes *Entertainment Tonight*, *Lifestyles of the Rich and Famous* and *Star Search*.

Another 30% to 40% of the first-run syndication marketplace is represented by King World Productions subsidiary Camelot Entertainment Sales Inc. Besides selling King World properties, Camelot also represents Buena Vista Television, Jim Henson Associates and Western International Syndication. Camelot President Steve Hirsch said Camelot will sell about 85% of its inventory in upfront. Hirsch said he was pleasantly surprised by advertisers returning to syndication at a higher level of spending.

Advertising revenue for syndicated programing has almost doubled in the last five years. In 1986, ASTA reported $650 million in ad revenue for syndicators. First-run syndication, according to Premiere's Hirsch, has "made great inroads" convincing advertisers of the value of syndication. First-run syndication, said Hirsch, is, with its better product, "convincing people that it is network quality." Hirsch is referring to syndicated success stories such as *The Arsenio Hall Show* and *Star Trek: The Next Generation*. It has been estimated those two shows will see as much as a 30% to 40% increase in CPM's. "Obviously," Hirsch went on, "there is a second tier of syndication that is not that good, but we have made great strides in closing the gap between the two tiers."

The two tiers concern media buyers who sell syndication. "There are rumblings," said Marc Goldstein, senior vice president, Lintas, "that some advertisers are disappointed with syndication and may pull back." However, the Lintas executive said, that possibility is countered by concern over what the networks might do with guarantees. A dark cloud over the success of syndication,



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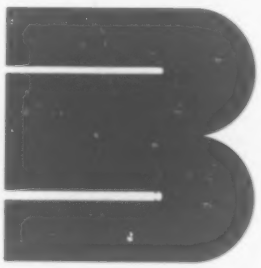

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according to Goldstein, may be the growth of Fox. "As Fox gets more inventory, it is going to potentially draw money from some other options—syndication being one of them. It could happen this year," Goldstein said.

Whether the syndication marketplace will be helped by the delay of network upfront remains to be seen. There are those who feel that buying syndication now can only help advertisers who do not want to play by network rules. Explained Bob Cesa, vice president, advertiser sales, Twentieth Century Corp. (syndicators of *A Current Affair*): "Any advertisers that can buy both syndication and network have to be foolish if they don't put additional money in syndication. It helps their CPM's and gives the advertiser a bargaining chip. The only way the networks listen is when there is less money on the table." As to whether syndication is seeing a boost because of the network-Nielsen-advertiser debate, Cesa said the agencies have "given us all [syndicators] a big signal just by moving early and moving fast."

And the network controversy may help syndication both during the network upfront and during the scatter market. Many sales executives anticipate a "second wave" of syndication buying should the networks decide to change their guarantee policies. (ABC and NBC have announced new policies.)

First-run syndicators largely are offering the standard guarantee package even though they, too, have been hurt by Nielsen numbers, especially with children's programing where there has always been concern about using a peoplemeter with children. First-run syndication, according to Tim Duncan, executive director of the Advertiser Syndicated Television Association (ASTA), has a 30 share of the total national audience an advertiser can buy (not including cable).

Not all syndicators are sticking to the old system. The World Wrestling Federation (WWF), according to John Howard, WWF general sales manager, is cutting back on guarantees. WWF is different from most syndicators because all its shows are similar and appeal to one or two demographics. WWF sells its shows in packages to advertisers. Howard said Nielsen has shown a 25% drop in adults 18-34. However, he added, not a single major advertiser has failed to renew and WWF has added new advertisers such as L.A. Gear and Wendy's.

Unlike the networks, not everyone relies on a strong scatter market. Said Premiere's Hirsch: "As long as we get the rates we want, we're not going to hold anything back for scatter." For Hirsch, that means about $400 million in total ad revenue. He estimates that 67% of Premiere's shows are sold out. Besides *Arsenio* and *Star Trek*, Premiere's inventory includes four shows from MCA—*Harry and the Hendersons*, *Adam-12*, *Dragnet* and *Inside Report* and Paramount's *The Party Machine with Nia Peeples*. Programs sold by Premiere represent, according to Hirsch, 35% to 40% of the adult barter market. Premiere, Hirsch said, has sold its inventory in packages ranging in price between $10 million and $30 million.

Packaged goods manufacturers are the biggest advertisers in first-run syndication. According to data provided to the Television Bureau of Advertising by Nielsen's Broadcast Advertisers Reports, Philip Morris Companies Inc. was the top national syndicated advertiser in 1989 with $107 million. Procter & Gamble was second with $87.9 million. Rounding out the top five were Kellogg Co. ($50.7 million); Unilever N.V. ($39 million), and Bristol-Myers Squibb Co. ($34.4 million). All of the top five increased their syndicated ad spending over 1988 by about 36%. -■

NIELSEN EXPANDING MINORITY MEASURING

Nielsen Media Research announced last week that it is enhancing the methods it uses to collect and report data on television viewing by minority audiences. Starting in 1991, Nielsen will expand its monthly National Audience Demographic Report to include black households and about 20 black demographic categories. Nielsen will also add marketing information, including penetration estimates to determine what percent of a local market is black or Hispanic. Upon client support, Nielsen will also introduce a National black "Pocketpiece," similar to the ones produced for the broadcast-cable networks and the syndicators. The Pocketpiece would provide ratings, share, household and demographic information based on television viewing among blacks.

In addition, Tribune Entertainment and Burrell Uniworld are among the organizations preparing to launch an educational campaign to help increase the cooperation rate of Afro-Americans and other ethnic groups towards sampling research.

CHANGING HANDS

This week's tabulation of station and system sales ($250,000 and above)

WCFT-TV Tuscaloosa, Ala.; KYEL-TV Yuma, Ariz.; WTOM-TV Cheboygan and WPBN-TV Traverse City, both Michigan, and WDAM-TV Laurel-Hattiesburg, Miss. □ Sold by Beacon Broadcasters Ltd. to ABS Communications Corp. for $55.2 million. Price includes $400,000 cash at closing, with balance due in as yet unspecified subordinated promissory note. Stations were acquired by Beam Communications Corp. in March 1987 for $25 million. **Seller** is headed by Robert L. Gilbertson and Duncan Fraser, and has no other broadcasts interests. **Buyer** is headed by Marvin Reuben, Richard Eubanks, Clyde Haehnle, Donald Klekamp and Mamdouh Abdallah. Abdallah has interest in Equity Investment International Corp. (EIIC), which has 5.05% voting stock in Beacon Broadcasters Ltd. WCFT-TV is CBS affiliate on ch. 33 with 1,225 kw visual, 203 kw aural and antenna 540 feet above average terrain. KYEL-TV is NBC affiliate on ch. 13 with 316 kw visual, 31.6 kw aural and antenna 1,700 feet. WTOM-TV is NBC affiliate on ch. 4 with 100 kw visual, 20 kw aural and antenna 620 feet. WPBN-TV is NBC affiliate on ch. 7 with 316 kw visual, 63.2 kw aural and antenna 1,348 feet. WDAM-TV is NBC affiliate on ch. 7 with 316 kw visual, 47 kw aural and antenna 510 feet.

PROPOSED STATION TRADES

Station deals last week: **27**
Dollar value: **$77,463,001**
1990 station deals: **408**
1990 value: **$1,171,963,710**

WKCH(TV) Knoxville, Tenn. □ Sold by C. Kenneth Still, trustee, to FCVS Communications for $10 million. Price includes $250,000 deposit, $9.05 million cash at closing, and assumption of financial liabilities equaling $700,000. Station was acquired in Aug., 1987 for $1.25 million. **Seller** is trustee to bankrupt group owner Media Central, which is headed by Morton J. Kent, and his sons David J. and Donald B. Kent. Media Central has interest in WDBD-TV Jackson, Miss., and KHAI-TV Honolulu. Its trustee recently sold KBSI(TV) Cape Girardeau and KZKC(TV) Kansas City, both Missouri, and WZDX(TV) Huntsville, Ala. **Buyer** is headed by Walter K. Flynn, Murray Michaels, E. Craig Coats Jr., Ronald M. Stuart and William J. Voute, and is licensee of WACH-TV Columbia, S.C. WKCH(TV) is Fox affiliate on ch. 43 with 55 kw visual, 5.5 kw aural and antenna 1,150 feet above average terrain.

WBVR-FM Russellville, Ky. □ Sold by Target Communications of Kentucky Inc. to The Tremont Group Ltd. for $6 million. Earlier deal for station to Keymarket Communications for $5.25 million ("Changing Hands," June 12, 1989) was not consummated. Station was acquired in March 1984. **Seller** is headed by Don Alt, who also owns WRUS(AM) Russelville, Ky. **Buyer** is headed by Joseph C. Amaturo, Winifred J. Amaturo, Douglas Q. Amaturo, Lawrence V. Amaturo, Winifred L. Amaturo, Elizabeth M. Eisenstein and Lorna J. Amaturo. Joseph C. Amaturo, as court-appointed receiver, is licensee of KHGI-TV Kearney, KSNB-TV Superior and KWNB(TV) Hayes Center, all Nebraska. WBVR-FM has contry & western format on 101.1 mhz with 100 kw and antenna 1,047 feet above average terrain.

WFYF-TV Watertown, N.Y. □ Sold by Moreland Broadcast Associates to Watertown Television Corp. for $4.4 million. Construction permit for station was bought in January 1986 from Intercounty Communications Corp. for $100,000. **Seller** is headed by George W. Kimbal and Craig L. Fox, who have interest in WNYR(AM) Syracuse, N.Y.; WNYS(AM) Canton, Pa.; WTJA(TV) Jamestown, N.Y.; WNHA(AM) Concord, N.H., and WOLF-TV Scranton and WWLF-TV Hazelton, both Pennsylvania. **Buyer** is headed by Harold E. Protter, Steven J. Pruett and Sheldon Markoff. Protter is vice president of Pappas Telecasting of Midlands, licensee of KPTM-TV Omaha. Pruett is vice president of MMC Television Corp., licensee of KASN-TV Pine Bluff, Ark., and director of Channel 47

Susquehanna Pfaltzgraff Co.

has completed the sale of the assets of radio stations

WQBA AM/FM
Miami
to
SRN

The undersigned initiated this transaction on behalf of the seller and assisted in the negotiations

THE TED HEPBURN COMPANY

Ted Hepburn, President
325 Garden Rd., Palm Beach, Florida 33480
(407) 863-8995

Todd Hepburn, Vice-President
P.O. Box 42401, Cincinnati, Ohio 45242
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